

## AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions and listings of claims in the application.

### LISTING OF CLAIMS

1. (currently amended) A location sensitive web server system for a physical entity, comprising:

a location beacon located adjacent to the physical entity to transmit a beacon signal that distinguishes between sources of access requests containing a web address of a web site for the physical entity and a location token that expires within a predetermined time period, wherein the location beacon has a predetermined transmission range;

a web server that hosts the web site for external accesses with the web address;

a location authentication module that causes the web server to restrict access to the web site if an external access request does not contain the location token or the location token has expired.

2. (original) The location sensitive web server system of claim 1, wherein the location authentication module restricts access to the web site by blocking access to some of the contents contained in the web site.

3. (original) The location sensitive web server system of claim 2, wherein the contents in the web site can be web content pages, application programs, or a combination thereof.

4. (original) The location sensitive web server system of claim 1, wherein the location token, when generated, contains a time stamp that indicates when the location token will expire, wherein the location authentication module exposes the time stamp in the location token using a secret key used also to generate the location token.

5. (original) The location sensitive web server system of claim 4, wherein the location authentication module determines whether the received location token has expired by comparing the exposed time stamp with present time.

6. (previously presented) The location sensitive web server system of claim 1, wherein the location beacon further comprises:

a token generator that periodically generates the location token using a stored secret key, wherein each newly generated location token has a unique time stamp;  
a store that stores the generated location token and the web address; a communication interface that receives the web address and the location token from the store and transmits the beacon signal containing the web address and the location token.

7. (previously presented) The location sensitive web server system of claim 1, wherein the web server further comprises:

a request handling engine that handles external access requests to the web server and responses to these requests, wherein the request handling engine separates the location token from the access requests;

a content generator coupled to the request handling engine and the location authentication module to prepare the responses to the external access requests under the control of the location authentication module.

8. (currently amended) A location sensitive web server system for a physical entity, comprising:

a web server that generates content regarding the physical entity in response to external requests with the web address of the web server;

a location beacon located adjacent to the physical entity to transmit a beacon signal that distinguishes between sources of access requests containing the web address of the web server and a location token that expires within a predetermined time period, wherein the location beacon has a predetermined transmission range;

a location authentication module that causes the web server to provide a first version of web content if an external request does not contain the location token or the location token has expired, and a second version of web content if the external request contains the location token that has not expired.

9. (original) The location sensitive web server system of claim 8, wherein each of the first and second versions of web content can be web content pages, application programs, or a combination thereof.

10. (original) The location sensitive web server system of claim 9, wherein the first version of web content is different from the second version of web content.

11. (original) The location sensitive web server system of claim 8, wherein the location token, when generated, contains a time stamp that indicates when the location token will expire, wherein the location authentication module exposes the time stamp in the location token using a secret key used also to generate the location token.

12. (original) The location sensitive web server system of claim 11, wherein the location authentication module determines whether the received location token has expired by comparing the exposed time stamp with present time.

13. (previously presented) The location sensitive web server system of claim 8, wherein the location beacon further comprises:

a token generator that periodically generates the location token using a stored secret key, wherein each newly generated location token has a unique time stamp;  
a store that stores the generated location token and the web address; a communication interface that receives the web address and the location token from the store and transmits the beacon signal containing the web address and the location token.

14. (previously presented) The location sensitive web server system of claim 8, wherein the web server further comprises:

a request handling engine that handles the external requests to the web server and responses to these requests, wherein the request handling engine separates the location token from the external requests;

a content generator that prepares one of the first and second web content to the external requests under the control of the location authentication module.